



ROADCRUZA

TRACKING ON ITS OWN WAY

Prominent personalities, and strong off-road ability

Get rid of all tough roads

This is ROADCRUZA

Explore where you never know

Final Version

Off-road Modified Tires



FINAL VERSION OFF-ROAD MODIFIED TIRES



Numerous refitting vehicle
alliances at domestic
and abroad



Various tread patterns with different
models and specifications to meet the
demands of vehicle modification



Tires with superior performance,
improves vehicle driving perfor-
mance after modification



Unique tread pattern design,
fashionable and stylish, safe and
stable, meet daily requirement



Installed with rim protection
device, superior texture, new
style of embedded rim

SN-TIRE SHANDONG NEW CONTINENT TIRE CO., LTD.

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Vol. 1 2016 General

SNC TIMES

2016 SNC GREAT EVENT

"Rhythm of Snow, Charm of Keshikiten"
COMFORSER Offroad Racing is On the Way

SNC Roadcruza Staged at
Automechanika Dubai 2016

COMFORSER & ROADCRUZA PCR Distributors
Annual Meeting Successfully Held At Yishui

Marketing of COMFORSER
in Ecuador



SN-TIRE

SHANDONG NEW CONTINENT TIRE CO., LTD.

HAPPY NEW YEAR,
WE ARE TOGETHER





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2016

TIMELINE OF SNC TIRE



“Rhythm of Snow, Charm of Keshikten” COMFORSER Offroad Racing is On the Way

Readjusting the mindset, Wrangler club motorcade is all set for an early morning start toward the north, towards Keshikten banner in Inner Mongolia. It's a tour that feelings mixed with original dream, a tour that inheritance met with development...No matter how thick the haze is, Wrangler motorcade is still determined to moving forward. No matter how cold the winter is, Wrangler motorcade will remain the ambition of adventuring all around.



The most beautiful scenery in the most inaccessible area.



Cross the snow filed



The jeep taking the lead



There is no limit for offroad racing, because you have already cross the boundaries.

The holy and pure Dalinor Lake, the extensive Gongger grassland, the deep and quiet winding Huanggangliang forest, and the meandering Xar Moron river, the magnificent and beautiful WuLanBuTong snow land...all of those are constantly calling our hearts that belong to the wild.

Trek on the rough snowy road

The moment when we stepped on this splendid and beautiful land, we can't help exerting the nature feeling of simple and honorable. The natural pure blue sky, the diversified white cloud, and the rich and deep forests, snow filed, mountaintop are presenting you with a natural beauty and unique charm of Keshikten.



Where there is the heart, there is the road.

Surely, the offroad adventure is accompanied with hardship and dangers. Even though, the team member overcame the difficulties, and make the journey full of laugh and joy. Happy offroad racing is what we pursuit, we handle all the storms together, also share the pleasures together. What we give in toil and sweat, we get back in true affection and happiness.



The fearless flag flying in the air
The winter is covered with snow,
like a flexible and elegant ink painting.



The winter is covered with snow, like
a flexible and elegant ink painting.



Dalinor Lake, where the temperature
there is under 30 degree



Local fish

Mutually helpful, friendly equality are the core spirit of offroad racing

At this moment, COMFORSER is not simply a type of offroad tire, it is far more than a national brand. It's filled with spirit and belief of offroad racing: persistence, fearlessness, confidence, open-mind, self-discipline, and tamelessness.



The elegant demeanour of motorcade



With COMFORSER, the rough road is not hard any more. With COMFORSER, the offroad story will become richer and fuller. With COMFORSER, life experience will be more exquisite. With COMFORSER, the friendship will last forever. The road we choose is rugged, so our life time is bound to be extraordinary, just like COMFORSER.



With COMFORSER,
the trek story will be richer and fuller



I will never cease traveling ahead,
because my name is COMFORSER





CF3000
M/T



M+S
Rim Diameter:
15-26

Aspect Ratio:
85s-55s

Speed Rating:
R/Q/P



Outstanding performance.

- Uni-directional tread design with large shoulder blocks and center blocks are for maximum traction in tough road condition.
- Unique shoulder blocks, protection strip and 3D sidewall to enhance traction in muddy conditions and snowy condition.
- Shoulder design for minimizing cut injury under severe road conditions.
- Special compound adopted for strong tread and high tear resistance performance.

2016

NEW PRODUCTS RELEASE

customers, we has been committed to R&D new Products.



CF510
HP



CF610
HP



CF710
UHP



CF720
UHP



THRUSTER
Off-road

M+S	M+S	M+S	M+S	
Rim Diameter:	Rim Diameter:	Rim Diameter:	Rim Diameter:	
13-16	13-15	16-20	22-26	
Aspect Ratio:	Aspect Ratio:	Aspect Ratio:	Aspect Ratio:	31X10.50-16LT
70s-50s	70s-55s	55s-30s	45s-25s	
Speed Rating:	Speed Rating:	Speed Rating:	Speed Rating:	
H/V	V/H/T	V/W	W	

* Off-road: Thruster—3 Sizes UHP: CF710, CF720---39 Sizes HP: CF510, CF610—41 Sizes

In the year of 2016,
we have newly launched
5 different patterns,
and **83 new models** totally.



COC China Off-road Championship

THRUSTER



SOLIDIFY
TIRE BODY

Without inner tube,
high strength rubber,
high strength tire cord
to enhance side wall



SPIDER WEB
STRUCTURE

Anti pressure,
cutting resistance,
durability



JIG-SAW
PATTERN

Without inner tube,
high strength rubber,
high strength tire
cord to enhance side
wall



WIDE DEPTH
GROOVE

Widen flat pattern
block with depth
groove, having
stronger pre



SAFETY AND
PROTECTION

Tire shoulder
compressive particle
designs effectively
prevent

INVINCIBLE AND UNDAUNTED



THRUSTER
OFF-ROAD COMPETITION





ENDLESS QUIET COMFORTABLE DRIVE

CF510 CF610
HP



- Aggressive tread pattern design, designed for car owners who are in pursuit of comfort, quality and strong gripping performance
- Excellent steering, Strong gripping, Fine enjoyment of comfort and silence



Excellent
operating

Stable gripping,
Powerful braking



Comfort and
silence

Add comfort to
driving



Superior on
wet road

Improve skid resistance
on wet road



COMFORSER

Centrino Motorcade Conquest SiChuan
Nanxi Offroad Championship

COC brief introduction: China Offroad Championship is approved by State General Administration of Sports, hosted by China automobile motor sports Federation. It ranks equal with CTCC, CRC, which has been regarded as the three major automobile races in China. In 2003, the first offroad championship was taken place at Huhhot Inner Mongolia. 13 years later it has developed into a great event with 13 sub races each year, each race includes more than 100 participating cars.

COMFORSER Centrino Motorcade are all set to departure

April 17th-20th, 2016 "Championship of Beijing University PeiWen International School" SiChuan Nanxi China Offroad Championship were grandly opened, marking the beginning of 2016 COC.

This race is divided into 6 groups, including gasoline makers group, diesel makers group, gasoline modified group, diesel modified group, open group and UTV group. During the championship, there will be 120 racing cars and more than 500 drivers to participate. The game will embrace innovations and challenges with 11 obstacles design like drift turns, sand road, tires road, puddles, six peaks in a row, hump road, waterway, steps, special obstacles etc, pioneering the precedent of "six racing cars start at the same time" in the history of China COC.



Tires Road



hump road



COMFORSER Centrino Motorcade have 6 racing cars running and competing this game

Drivers: Xujian

one of the drivers in COMFORSER Centrino Motorcade took part in this game, he tried very hard in this game in spite of a small accident. His team mates Zhao Weidong and Wang Jinfeng performs well too, it is possible for them to get in final match.



OPERATING FREELY PASSING UNIMPEDEDLY

CF710 CF720
UHP



- Tires specially designed for "king" who are in continuous pursuit of extreme sports, and willing to enjoy better driving experience
- Marvelous high speed driving performance
- Excellent operation on dry and wet road
- Fine enjoyment of comfort and silence



High speed operation

Traction and braking performance



Comfort and silence

Improve driving comfort



Extraordinary on wet road

Enhance drainage property



Fuel-efficient and environment-friendly

Reduce rolling resistance



automechanika DUBAI



SNC Roadcruza Staged at Automechanika Dubai 2016

Automechanika, the middle east(Dubai) international auto parts and after-sale service exhibition is one of the most influential automotive aftermarket exhibition in middle east, featuring 2,017 exhibitors from 58 countries and welcomed more than 30,000 trade visitors from across 138 countries.

Shandong Yinbao Group with its subsidiary Shandong New Continent Tire Co.,Ltd attend this fair at Dubai International Exhibition Center. On this occasion, Yinbao Group held a new product release meeting at 15: 08 in the afternoon of May 8th, 2016, mainly introducing the new PCR brand ROADCRUZA for visitors. 11 visitors helped unveiling the ROADCRUZA tire tread patterns, which were deeply favored by customers.

Ahmed Pauwels, the CEO of EPOC MESSE FRANKFURT, said that Dubai played an essential role in middle east for automotive aftermarket industry. As a regional hub, Dubai has greatly prompt the development of local auto part industry, meanwhile, automechanika Dubai has become an important platform for integration of international brands and local market.



In the evening,

a return banquet for customers was held at GRAND HYATT DUBAI. Fresh and old Customers all around the world were getting together, watching live shows and exchanging ideas on future cooperation. During the banquet, we prepared exquisite gifts for customers. Customers spoke highly of this event, and feel satisfied with the evening.



SNC ATTEND THE REIFEN ESSEN SHOW 2016 IN GERMANY



Located at Nordrhein-Westfalen, Germany, Essen is a tidy and clean city that everything seems in order. Walking in the street of Essen, you can feel a strong sense of industrial culture. Since Germany is famous for its high end manufacturing, Essen would be one of Germany cities that contributes to Germany's prosperity.



Every year in May, the streets of Essen will be more crowded than usual, people are in a hurry to attend the famous Reifen Essen tyre exhibitions, the most influential tyre exhibitions in Europe. As one of the leading tyre manufacturer in China, we are proud to attend this fair in May 24th-27th,



2016 with COMFORSER and ROADCRUZA high performance PCR tyres and TBR tires that in line with the European standards, which has attracted more than 500 visitors to stop and discuss, many of them expressed their willing to cooperate.



During the exhibition, we signed contracts with many companies who are the influential distributors in their local markets, they are from Spain, Israel, Lithuania, Grace and Norway etc. Customers from North Europe signed cooperation agreement with SNC in the CF3000 supply project.



After the end of fair, our sales team undertook a fact-finding mission in Germany, Italy, and Spain. During the journey, we paid visits to many customers, and spent a substantial effort in market survey.

Though face to face communication, we learned more about customers' requirements, and found the shortcomings of our services, so that we could make progresses and provide more profits to our customers.

Personalized Option-Color Tires

Fashion and personality are considerable factors when customers spending on goods, tires are not exceptional. With the development of society, traditional black tires sometimes can't satisfy the demand of consumer groups who are in pursuit of fashion. In order to provide customers with a variety of options, Shandong New Continent tire newly released color tyres series in May 2016.

Such innovative designs could ensure the basic performance of tires, and bring more splendid experiences in fashion and aesthetic feeling.



COMFORSER

Centrino Motorcade Won the Championship



2016 "Red Bull Super Mario"

Offroad Rally ended at Beijing Huairou. Through 3 days' fierce competition, COMFORSER Centrino Motorcade win the champion of open group and the champion of open group club.

The race track is 1.2 kilometers long, set with obstacles of shallow water, deep water, U-shape turn, rough road, left drift, switching slopes, humps etc., the difficulty of which is the same as usual, but it improves the vehicles speed. Four shots at the same track makes the race even more wonderful, drivers taking a pick, chasing and surpassing each other.



At present, due to the circuit is narrow, six shots has changed into four shots, that's the biggest difference with previous races.



The COMFORSER R&D expert team have make their own contribution to this event. Their well crafted professional tire for game use--the "THRUSTER" tire have much a weight on their side to win the champion.

1

2016

"Red Bull Super Mario"

This type of tire is customized for professional offroad race, having extra powerful offroad performance, super tread patterns to enhance abrasion resistant and traction ability.



Racing on the track, crossing the hump,
passing through the mud and conquering all the
difficulties, that is COMFORSER
born to be fearless
Racing-grade off-road champion tire



BE FEARLESS TO CONQUER

RACING-GRADE OFF-ROAD CHAMPION TIRE



Superior carcass to
meet the technique
demands of sports car



Straightforward tread
pattern design to easily cope
with complicated racing track



Extraordinary off-road
performance,
excellent driving force





Janpanses Technical Expert F.Uchi Educated and Trained Foreign Sales Department

Presently, Janpanses Technical Expert F.Uchi organized a one-day staff training for Foreign Sales Department aiming at improving the team's professionalism, as well as enhancing their team cohesion spirit. About 40 foreign sales members took part in this training.



Uchi made a detailed explanation about the development of tire industry and the developing prospect about the SNC. Then he professionally trained salesmen with the basic knowledge of tires including tires category and details. He stressed that the sustainable development of tire industry depends on the support of dreams. Dreams and reality are complementary to each other. The wall of dreams will be stronger if the steps of practice are more stable.

Uchi also mentioned that, quality doesn't simply refer to product itself, but also refer to services: the discharge from warehouse and good behavior of staff. From the perspective of staff, good salesman should have quick reaction, positive attitude, good communication skills and keep promises to clients. Those personal qualities are indispensable for every salesman.

In order to share knowledge and exchange ideas, Uchi also led all the staff to exhibition room where all types of tires were placed tidily. Uchi explained thoughtfully the features of each type of tire. Everyone listened carefully and wrote down key points now and then.

At the end, every participant got a training certification which is awarded by Uchi. Because of this training activity, everyone gained a deep understanding about tire industry, tire brands, and tire tread patterns. Equipped with those professional knowledge, all the participants will make it clear on how to move forward to the future.





NOVEMBER 22TH,

2016 has witnessed the Henan Changge Chinese Circuit Offroad Championship hold at Dazhongyuan automobile theme park. Generally speaking, COMFORSER motorcade played well, and each driver get a proper position to start at trail match.



PASSIONATE CENTRINO /COMFORSER MOTORCADE BATTLE AT HENAN CHANGGE



It was snowing heavily in the early morning of qualifying match, temperature got lower and lower, the whole race field was covered with thick snow. Such weather condition added the difficulty for drivers to pass the track.

This qualifying match share the same rules with previous races, that is running two rounds for single shot. However, this time the track is much different with those in the previous races: the track is relatively flat, but with more bents, especially the 180° sharp turns. Fluttering snowflakes, continuous low temperature and wet track not only test the driving capacity of drivers but also their capacity of cold-resistant.



Centrino motorcade sponsored by COMFORSER has successively demonstrated the outstanding performance of COMFORSER rain forest tire on wet track and gravel track. And this time it proves its outstanding performance on snow and ice track.





COMFORSER

Tire Made its Debut at USA SEMA 2016

At the beginning of November 2016, SNCTIRE made it debut at USA SEMA 2016 with a new image, attracting the eyes of many visitors. COMFORSER tires, especially the M/T tire series were highly favored by clients. Featuring impacting tread pattern designs, and a complete series of products specifications, COMFORSER has soon became good sale in USA market. Many partners installed CF3000 tires in their show cars, giving CF3000 tires a new look in the forefront of market.



SEMA



Our high end tire brand, ROADCRUZA appeared in this international exhibition. RA1100 tire of A/T series, RA3200 tire of M/T series, and RA710 and RA720 tires of large size UHP series won the praise of many customers, who were expressing their interests of cooperation at the first time. We believe that ROADCRUZA will become the next craze at the specialized automobile repacking market.

2016

Attend Rubber Tech China 2016



In December 2016, SNC attended the Rubber Tech China 2016 in Shanghai, which is the largest official rubber exhibition in China. The style of SNC booth design is much more different from previous one. With great visual impact among other booth, we adopted the wild style of off-road this time. The wild Wrangler was installed with our newly launched tire RA3200. Its unique tread pattern and outstanding performance had attracted many visitors' attention. RA3200, RA1100 and RW777 are our core products among ROADCRUZA series, helped us win lots of customers, and laid a solid foundation for SNC to develop international market.





COMFORSER & ROADCRUZA PCR Distributors Annual Meeting Successfully Held At Yishui

With the theme of "2017, We are together", COMFORSER & ROADCRUZA brand PCR Distributors Annual Meeting was grandly held in December 6th, 2016 at Longgang hotel in Yishui.

Mr. Liuqi, CEO of SNC, and Mr. Dengjing, General Manager of SNC were getting together with distributors all around the nation to celebrate the great brand event that belong to every SNC staff.



Warm Greeting



The live scene of COMFORSER & ROADCRUZA
PCR Distributors Annual Meeting

Trophies that symbolize great luck at the Year of the Rooster



In the morning, General Manager Mr. Dengjing delivered a detailed speech to specify the plan of the next few years, the daily running management of the company, and on how to improve the product quality. SNC has always concentrated on branding strategy, insisted in producing differentiated products, and continued to take the development road of independent innovation and self research.



Mr. Yaorong,
the person in charge of
technology Department made a speech



Mr. Xufeng,
the marketing Director introduced the
2017 marketing plan

During the meeting, Mr. Xufeng, the marketing Director introduced the 2017 marketing plan of COMFORSER and ROADCRUZA to distributors, making them feel more confident about the brand development and the future market.



Dengjing lead distributors to our factory



01

After the meeting,
all SNC leaders and distributors
were taking photos as a memento.



03

Next, it was time for questions and answers.

COMFORSER & ROADCRUZA
Annual Meeting clients forum
was held under the guide of
Mr. Xufeng, who answered the
distributors' questions.

01.Mr. Xufeng answered
the distributors' questions

02.Mr. Yaorong answered
the distributors' questions

03.One of our distributors
asked questions

04.One of our distributors
asked questions



03



04

2017,
We will meet again.

ROADCRUZA

EXPLORE WHERE YOU NEVER KNOW



TOUGH ROAD TERMINATOR



RA3200 M/T
RA1100 A/T
FINAL VERSION
OFF-ROAD MODIFIED TIRES



Claw tread pattern design with stronger gripping performance for modified vehicles



Rigid shoulder to reduce friction with features of anti pressure and abrasion resistance



Uni-directional depth pattern groove, showing outstanding off-road performance on mud road



Patented compound formula with strong cutting resistance



Extraordinary steering, always brave difficulty in front of various road condition



Visiting & Investigate East Europe Market

Along with the development and maturity of China Tire Manufacturing techniques, the quality of tires made in China has been recognized by more and more customers. As one of the major tire manufacturers in China, Shandong New Continent Tire Co., Ltd has always adhere to the principle of quality first by using 100% nature rubber imported from Malaysia, and by strictly controlling all producing process so as to build the first producing base of SUV tire in China.

In order to gain more knowledge about the market in east Europe, to provide customers with better services, we paid a in-depth visit to customers in September. Mr. Eugene, the boss of one of the three largest tire companies in Baltic Sea, spoke highly about our star products--the CF3000 tires.



Visiting customers' warehouse



Visiting customers' warehouse



Visiting customers' office and
service center



A GLIMPSE OF BALTIC SEA

Applications of CF3000 Tires



MARKETING OF COMFORSER IN ECUADOR

As a South America county, Ecuador is a turning point for us to develop South America market. Since September 2014, we had the chance to know Mr. Pablo Carvajal, the CEO of COMERCIAL Y DISTRIBUIDORA SURTI-LLANTAS CIA.LTDA., in Shanghai international tire expo. Gradually we developed a stable partner relationship with each other. Now he has become our exclusive distributor of COMFORSER in Ecuador.

Mr. Pablo Carvajal has been in tire industry for decades with abundant experience of running tire business. Through efforts of both sides, COMFORSER tires entered Ecuador Market. After two years' of market cultivation, COMFORSER tire has gained a great reputation in Ecuador Market.

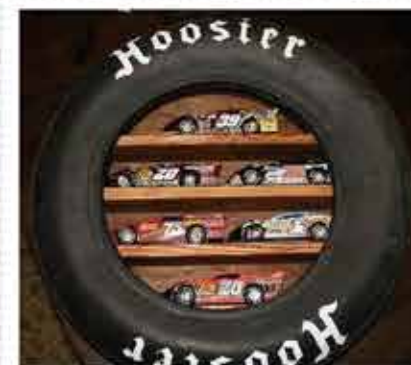


Mr. Pablo Carvajal &
COMFORSER IN ECUADOR



Outdoor Advertising of
COMFORSER tire in front of
local Auto Supply Stores

**Wish 2017 will witness another
splendid achievement in Ecu-
ador as well as in the whole
South America continent.**



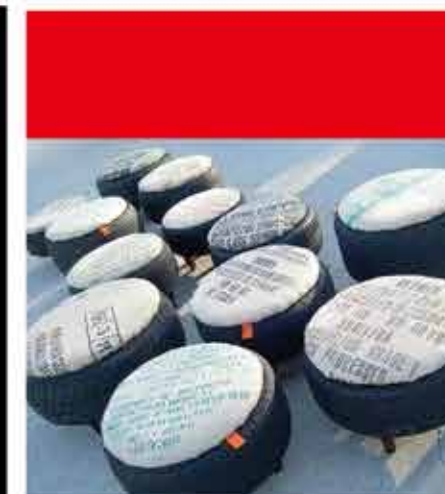
A creative tire storage rack. Clean up the tires and have three wood boards fixed in the inner side of tire. Then fix the rack on the wall. You could also write or draw pictures on it. How do you think of it.

NOW

I AM GOING TO SHOW
YOU HOW TO MAKE
CREATIVE GADGETS
WITH OLD TIRES.

Don't Toss Old Tires! They are Useful!

Tires have an average life span of 3 to 4 years. When it's time to change new tires, what will you do with the old ones? Will you give it to 4S shop for free, or just toss it away? But have you ever thought of making good use of the old tires? Now, I am going to show you how to make creative gadgets with old tires.



A round chair made of old tire. Install a 4-foot base in the bottom of the tires, and cover a soft cushion on the top of tire, then you can have a rest sitting on it. Too comfort to get up.



A lighting tire tea table. Like a tire chair, install a 3-foot base in the bottom of tire, and install a light inside the tire, then fix a piece of round-shaped glass on the top. It would be proper to put it at bedroom.



A tire table. It is more complicated because you have to turn the curve surface into flat surface through hot compression shaping process. Then adhere it to the steel table.



Tire hand basin. Decorate hand basin with a tire, is that creative? In a car theme hotel, it would be a creative and inexpensive decoration solution.

HAPPY NEW YEAR, WE ARE TOGETHER!

2017 We Are Together
Move Forward, never Stop

Big Winner

2016 is a tough year for tire industry due to low profit and low sales. Under such severe market environment, Shandong New Continent Tire Co., Ltd has emerged as a new force and became the big winner of the industry. In 2016, we have focused on branding and marketing, both have reached a new peak: the sales growth is up to nearly 60%, brand awareness in domestic and international market has been further enlarged. This year, we cooperate with CCTV columns and set up an off-road motorcade, which enables SNC to surpass itself, to reach new heights and to become the real big winner.

Win the Future

In the year of 2016, the sale of SUV series account for more than 50% of total sales, becoming one of the greatest profit growth point. In 2017 SNC will continue to strengthen its foundation, keep up with the future trend and adhere to the principle of SUV development and innovation. Besides, we will be adherence to quality, achieving rapid growth with high performance tire sales all over the world.

Hand in Hand

We are willing to have a in-depth cooperation with you in 2017.
Hand in hand, win the future, and never stop!

From all staff of Shandong New Continent Tire Co.,Ltd

Sincere wishes to our global partners as well as institutions, leaders and individuals who has been continued to support us :
Brisk business, flourishing source of wealth and happy family life.



2017
HAPPY
NEW
YEAR

PROSPEROUS
LUNAR NEW
YEAR OF ROOSTER



Bless
Longevity
Health Happy

* Chinese New Year 2017
The Year Of Chicken

